

	Tumeb-Spangler & Associates Inc.	Table Design Group, LLC	Perkins & Will	Paoli & Company	NEEO Development	IBX, Inc.	Plumtree Design	Stimarc Group	MSK
<b>CRITERIA</b>									
<b>Technical Approach</b>	The team's proposal effectively meets project objectives, presenting a clear, well-organized and actionable approach for the Kennington LCI Master Plan Update. Their phased plan—from data collection and analysis to visioning, concept development, and final documentation—integrates urban design, transportation, housing, economic development, and placemaking. The approach emphasizes connectivity, equity, and inclusive community engagement. The team demonstrates strong capacity to deliver high-quality results.	The approach is well-organized, integrating urban design, transportation, housing, economic development, and placemaking, with strong emphasis on connectivity, equity, and inclusive community engagement. The team demonstrates strong capacity to deliver the project successfully.	The proposal presents a detailed and well-structured technical approach with clear tasks, methodologies, and deliverables. Project activity benchmarks are provided, and the plan demonstrates strong understanding of the project's goals and requirements, including thoughtful coordination of the County's responsibilities with the consultant's team's work. The approach is thorough, feasible, and aligned with project goals, demonstrating strong capacity to execute the work.	The proposal outlines a basic but well-structured project management approach, including monthly meetings with the County team and a clear 10-month project timeline. Roles and responsibilities for the Project Manager, senior advisors, and technical leads are defined, with oversight of scope, schedule, and budget. The plan incorporates quality control processes, iterative checkpoints, and use of Post's PRIME project management software to monitor progress in real time. While subcontracting integration and schedule adjustment procedures could be more detailed, the approach demonstrates strong project controls and confidence in successful execution despite the aggressive timeline.	The proposal outlines a conventional project management process with a one-year timeline. The approach demonstrates a solid understanding of collaborative processes, social dimensions of health, and implementation of PMT/Advisory Committees and communication with County and ARC. Quality assurance methods and the Client Trust System are detailed, and a Public Community Impact Report is included. However, the timeline visual lacks detail, and the project management framework is somewhat underdeveloped, with roles, responsibilities, and a dedicated team not fully defined. While the approach conveys intent and includes detailed and clearly defined project management approach, it does not present a high level of innovation, or fully comprehensive technical approach to the project.	Overall, the proposal demonstrates a general understanding of the LCI plan requirements but relied on a standardized, template-driven approach with limited project-specific customization. The proposer showed a solid understanding of the project's goals and requirements, including thoughtful coordination of the County's responsibilities with the consultant's team's work. The approach is thorough, feasible, and aligned with project goals, demonstrating strong capacity to execute the work.	The proposal outlines a common yet well-structured approach, emphasizing housing and engagement with low- to moderate-income citizens, minority populations, the elderly, and individuals with disabilities. The methodology addresses all key project goals—Existing Conditions, Plan Development, Public Involvement, and Final Plan—while clearly outlining DeKalb County's responsibilities to ensure collaboration and efficient resource use. The multidisciplinary team brings proven expertise in transit-oriented development, urban design, economic strategy, and community engagement. Enhanced web-based outreach and multilingual engagement strategies further support inclusive participation. Overall, the approach demonstrates a solid understanding of the Kennington corridor context, infrastructure considerations, and alignment with County priorities, providing confidence in successful project execution.	The approach is well-structured and thoughtful, showing clear understanding of project goals and priorities, with practical steps for community engagement, stakeholder coordination, and risk management. While some sections rely on standard or copied language and could include more detail on specific tasks or deliverables, the plan emphasizes iterative master planning and a community-oriented approach. Local subcontractors with prior Kennington experience strengthen the proposal, though greater attention to DeKalb-specific development codes and Complete Streets guidelines could enhance the transportation strategy.	The proposal presents a structured and comprehensive approach, though it reflects a largely traditional, textbook methodology. The proposer demonstrated a strong understanding of the Kennington LCI Master Plan Update, building on previous studies and aligning with broader efforts such as the 2025 Updated CIP plan. The technical approach was well-organized and detailed, with clear steps, milestones, and an emphasis on implementation, including strategies to ensure the plan remains actionable rather than unused. The team incorporated creative and varied public engagement methods beyond traditional formats and showed a commitment to involving community stakeholders throughout the process. However, some elements were difficult to locate or not fully addressed, such as clearly defined roles and responsibilities between the County and the provider. Overall, the proposal reflected a capable and experienced team with a practical, implementation-focused approach, though with some areas lacking clarity or specificity.
<b>Project Management</b>	The team's proposal meets project objectives and demonstrates a solid technical approach. It outlines a clear structure with defined roles, a phased workflow, and organized tasks, responsibilities, and milestones. The plan incorporates coordination among team members, regular meetings, milestone reviews, and feedback loops to maintain accountability and alignment. While some additional detail on tools, schedules, or contingency strategies could strengthen the plan, the overall project framework for managing the project from initiation through completion.	The team demonstrated a solid and well-structured project management approach with clear roles, defined responsibilities, and a phased workflow. Their plan includes coordination with partners, regular communication with the County, quality assurance and quality control and budget protocols, and innovative engagement tools like web-based mapping and drop-in charrettes. While thorough and capable of meeting the aggressive 12-month timeline, the approach is incomplete but lacks elements that distinctly set it apart from other proposals.	The proposal provided a detailed project management approach, including the creation of a project website and a reasonable 14-month schedule. Roles and responsibilities are defined, and a quality assurance plan is in place. While the foundational structure is clear, the approach lacks comprehensive detail on communication protocols, oversight processes, and process controls, which limits confidence in full coordination, schedule monitoring, and proactive risk management. Overall, the plan is competent but lacks elements that distinctly set it apart from other proposals.	The proposal outlines a basic but well-structured project management approach, including monthly meetings with the County team and a clear 10-month project timeline. Roles and responsibilities for the Project Manager, senior advisors, and technical leads are defined, with oversight of scope, schedule, and budget. The plan incorporates quality control processes, iterative checkpoints, and use of Post's PRIME project management software to monitor progress in real time. While subcontracting integration and schedule adjustment procedures could be more detailed, the approach demonstrates strong project controls and confidence in successful execution despite the aggressive timeline.	The proposal outlines a conventional project management process with a one-year timeline. The approach demonstrates a solid understanding of collaborative processes, social dimensions of health, and implementation of PMT/Advisory Committees and communication with County and ARC. Quality assurance methods and the Client Trust System are detailed, and a Public Community Impact Report is included. However, the timeline visual lacks detail, and the project management framework is somewhat underdeveloped, with roles, responsibilities, and a dedicated team not fully defined. While the approach conveys intent and includes detailed and clearly defined project management approach, it does not present a high level of innovation, or fully comprehensive technical approach to the project.	Overall, the proposal demonstrates a general understanding of the LCI plan requirements but relied on a standardized, template-driven approach with limited project-specific customization. The proposer showed a solid understanding of the project's goals and requirements, including thoughtful coordination of the County's responsibilities with the consultant's team's work. The approach is thorough, feasible, and aligned with project goals, demonstrating strong capacity to execute the work.	The proposal outlines a common yet well-structured approach, emphasizing housing and engagement with low- to moderate-income citizens, minority populations, the elderly, and individuals with disabilities. The methodology addresses all key project goals—Existing Conditions, Plan Development, Public Involvement, and Final Plan—while clearly outlining DeKalb County's responsibilities to ensure collaboration and efficient resource use. The multidisciplinary team brings proven expertise in transit-oriented development, urban design, economic strategy, and community engagement. Enhanced web-based outreach and multilingual engagement strategies further support inclusive participation. Overall, the approach demonstrates a solid understanding of the Kennington corridor context, infrastructure considerations, and alignment with County priorities, providing confidence in successful project execution.	The proposal outlines a clear project schedule and structure, with engagement led by a DeKalb-based partner. While the implementation timeline is well-organized, it is relatively long compared to other submissions, extending 18 months with little flexibility for delays. The project management approach demonstrates basic understanding of roles and responsibilities, but lacks sufficient detail on task coordination, budget oversight, and quality control, limiting confidence in the team's ability to fully manage and execute the project successfully.	Overall, the proposal presented a basic project management approach with a defined structure for coordination, including roles, subcontractors, and engagement with TACCAC and project management teams. While the team demonstrated a reasonable understanding of project management principles, the plan lacked comprehensive detail on how key elements such as scope, schedule, budget, and quality would be proactively monitored and controlled. Several required components were either difficult to locate or not clearly addressed within the project management section, including the absence of a detailed project timeline. Additionally, some inconsistencies and inaccurate project details—rated concern about the level of attention to local context—raised concerns and quality control processes were only briefly mentioned, and overall clarity and completeness in this section were limited. While the framework provided some confidence in project oversight, a more detailed and tailored approach would have strengthened the proposal.
<b>Personnel</b>	The team is highly qualified, with advanced degrees, relevant experience in planning, urban design, and transit-oriented development, and key certifications such as AICP. Team members bring specialized skills aligned with project objectives, supported by a multidisciplinary structure and experienced subcontractors. The personnel have the expertise and qualifications to successfully complete the project.	The team is highly qualified, combining extensive experience in planning, urban design, transit-oriented development, and community engagement. Key personnel bring expertise in LCI, transportation, BRT planning, complex streets, and redevelopment of transit-oriented sites, supported by reputable firms with decades of LCI experience. The team demonstrates the capability to effectively execute the Kennington LCI project.	The team is experienced and bring strong overall qualifications and relevant expertise. Key personnel have 15-25+ years of experience, appropriate certifications such as AICP and AIA, and specialized roles including transportation and park planning. While only one prime team member has direct LCI experience, the Engagement Specialist adds valuable LCI-specific knowledge, complementing the broader skills of the team. Resumes were provided, though details on staffing depth and availability were limited. Overall, the team is well-qualified and capable of successfully supporting the project objectives.	The team consists of experienced personnel with relevant planning and project management expertise, including bilingual staff to support inclusive public engagement. Key members, including the project lead with over 17 years of experience, are familiar with the County and have contributed to multiple DeKalb projects. The team has a strong local focus, clearly defined roles, and a capable mix of subcontractors, which should provide much of the technical and local knowledge. Resumes were provided, though details on staffing depth and availability were limited. Overall, the personnel have the credentials and expertise to complete the project, but reliance on subcontractors for LCI-specific and local experience may affect the prime team's independent management of key tasks.	The team is experienced and qualified, with diverse expertise in planning, real estate, acquisition, development, construction, urban design, and architecture. Key personnel hold relevant credentials, and some bring international experience, offering a broad skill set for project execution. However, the team's lack of direct LCI experience, there is limited evidence of direct LCI-specific or Georgia-based project experience, indicating that subcontractors will provide much of the technical and local knowledge. Resumes were provided, though details on staffing depth and availability were limited. Overall, the personnel have the credentials and expertise to complete the project, but reliance on subcontractors for LCI-specific and local experience may affect the prime team's independent management of key tasks.	The team appears generally qualified, with several evaluations noting strong credentials and relevant experience aligned with the project scope. The evaluation team also highlighted the team's expertise as a strength, contributing to confidence in successful execution. However, there were concerns about the clarity of the team composition—specifically, regarding the number of members and their locations. While the personnel section of the proposal was viewed positively overall, clearer presentation of roles, structure, and location would have strengthened this section.	The team includes qualified personnel with diverse and relevant experience, including seasoned professionals and staff with prior experience on DeKalb projects. Key personnel have 20-30+ years of experience and hold appropriate credentials. However, much of the team is non-local, and the prime firm has limited direct experience with LCI studies or projects in Georgia, relying on a smaller subset of experienced staff for technical and project-specific knowledge. Local partners and subcontractors help address this gap, but the reliance on non-local team members may affect independent management of some project elements. Overall, the personnel are capable and credentialed, though local and LCI-specific experience is limited.	The team includes seasoned personnel with relevant planning and project management experience, some of whom the County has worked with previously on Kennington and other projects. While key contacts and supporting team members are identified, the small size of the team simultaneously reduces confidence in the ability of fully support the work. Some project experience examples are dated, and certain project history details may be misleading.	The team includes qualified personnel with a well-balanced mix of experience across planning, design, and specialty areas such as economics, transportation, and equitable engagement. The team demonstrated sufficient technical capability and relevant experience to complete the project, with strong leadership and support from specialized subcontractors. While the staff, including the engagement lead, brought significant experience, the overall range of years of experience across the team was not always clearly defined. Additionally, while some team members and subcontractors had direct LCI experience, it appeared somewhat limited across the full team, particularly in relation to similar transit-oriented or redevelopment projects. Despite these considerations, the personnel presented are capable and possess the necessary skill sets to successfully deliver the project.
<b>Organizational Qualifications</b>	The firm has extensive experience, having completed over 60 LCI studies, 53 as the lead consultant, including multiple transit-oriented development projects. With decades of experience and a clear organizational structure, the team demonstrates strong capacity to manage complex, multidisciplinary projects and deliver results. Their prior work in the Atlanta region, including past projects with the County, reinforces their qualifications and reliability.	The firm is highly qualified, with recent experience leading over 60 LCI projects and a strong track record in planning, redevelopment, and active transportation/TOD initiatives. Their team combines extensive experience, a clear organizational structure, and defined roles, enabling effective coordination of multidisciplinary projects. While smaller than some competitors, their streamlined structure supports efficient communication and decision-making, positioning them well to successfully manage and deliver the Kennington LCI project.	The proposal includes an experienced local firm with previous LCI plan experience and strong organizational capacity. The firm has a long-standing history of over 80 years, with an international team of 2,000 professionals, and a vested prime and subcontracting team familiar to the County from prior projects. The team brings relevant local experience, high-capacity interdisciplinary expertise, and demonstrated success on prior projects with similar elements. While additional detail on organizational structure could further strengthen confidence, the team's experience and proven track record indicate strong ability to effectively manage and deliver the project.	The firm has handled projects of similar size and scope, including TOD projects, trail master plans, and LCI, with appropriate certification to support project engagement. Key members, including the project lead with over 200 clients and worked on more than \$750M in commercial development and public infrastructure projects, with strengths in long-term planning, economic development, real estate, and community engagement. While transit-oriented development experience is less evident, the prime's broader experience helps compensate. The firm relies on a local subcontractor to provide Georgia-specific knowledge and project insight. Overall, the team has relevant experience and capacity, but the prime's limited local and LCI-specific background reduces confidence in independent management of key project elements.	The proposal presents an experienced and qualified team, though the prime firm is not local and has limited direct experience with LCI studies or projects in Georgia. The firm has a relatively recent but impressive track record, having served over 200 clients and worked on more than \$750M in commercial development and public infrastructure projects, with strengths in long-term planning, economic development, real estate, and community engagement. While transit-oriented development experience is less evident, the prime's broader experience helps compensate. The firm relies on a local subcontractor to provide Georgia-specific knowledge and project insight. Overall, the team has relevant experience and capacity, but the prime's limited local and LCI-specific background reduces confidence in independent management of key project elements.	Overall, the proposal demonstrates strong organizational qualifications, supported by extensive experience delivering projects of similar scope, scale, and complexity. The firm's significant presence in the Atlanta region and large team capacity reflect resources and capability, further reinforced by a broad portfolio that includes core district plans, large-scale developments, and master planning efforts comparable to the project area. The team's experience across multiple regions highlights versatility, while prior involvement with the Station Soccer project at Kennington provides valuable local context and stakeholder familiarity. Additionally, the firm's experience in LCI and TOD planning supports its qualifications, although direct LCI study experience appears limited to select team members. Overall, the team's collective expertise and proven performance indicate a strong ability to successfully execute the project.	The team demonstrates solid organizational capacity, with a clear structure, defined roles, and experience managing projects of similar scale, including transit-oriented development, mixed-use, and transportation-focused initiatives. While the prime firm has limited direct LCI experience, the inclusion of local subcontractors helps address gaps in familiarity with LCI-specific challenges and best practices. Overall, the team's capability of managing the project effectively, leveraging both their broader project experience and the local knowledge of their partners.	The team is qualified, with extensive experience on LCI projects, overleaf districts, and prior work on the Kennington LCI. They maintain a clear organizational structure and diverse capabilities, including over 20-33+ years of experience. While the firm's smaller size may limit its breadth of resources and specialized expertise compared to larger organizations, their past performance demonstrates relevant experience and the ability to manage the project effectively. Some formatting issues and missing details in the submission obscured certain qualifications, but overall, the team demonstrates strong capability.	The team is highly qualified, with strong organizational capacity and a diverse portfolio of planning experience, including LCI and transit-oriented development projects. Their work spans investment strategies, redevelopment of underutilized land, and implementation-focused planning, aligning well with the RFP priorities. While much of the direct LCI experience resides with subcontractors, their expertise strengthens the team's overall ability to deliver. Regional and national project experience, combined with knowledge of financing strategies and implementation planning, provides confidence in their qualifications. Some required information in the organizational qualifications section was difficult to locate or not clearly presented, but overall, the team demonstrates the experience and capacity to successfully execute the project.
<b>Financial Responsibility</b>	They did not provide the requested information.	They did not provide the requested information.	The company appears to be financially stable but they did not provide enough information to fully demonstrate their financial capacity.	This company appears to be financially stable and has some local capacity.	The company appears financially stable, though its overall financial capacity may be somewhat limited given the scale of the project.	They did not provide the requested information.	They did not provide the requested information.	The company appears to be financially stable, though its financial capacity may be somewhat limited due to its scale of the project.	The company appears to be financially stable however, its overall financial capacity may be somewhat limited due to its scale of the project.
<b>References</b>	The firm received consistently high marks from references with vendors noting they exceeded all expectations. References highlighted strong performance in planning, consulting, and master planning work, supporting the firm's reliability and quality of execution.	The firm had mixed references, with some positive feedback on professionalism and budget adherence, but several clients noted issues with project familiarity, timely information delivery, and scope execution. One major reference explicitly stated they would not use the firm again for a significant project. Overall, while there are examples of competent performance, concerns about reliability and understanding of project requirements reduce confidence in their consistency.	The references provided strong positive feedback, describing the team's performance as exceptional and exceeding expectations. Clients noted outstanding experiences, with some stating it was their best experience with a consultant. All required references were included, supporting the proposer's strong reputation, reliability, and proven ability to deliver high-quality results.	The references provided strong positive feedback, with Post receiving very high marks and the Collaborative Firm rated slightly lower but still favorable. Clients noted high-quality performance and responsiveness, with minor issues such as adoption challenges, which were included, supporting the proposer's strong reputation, reliability, and proven ability to deliver high-quality results.	The references provided positive feedback overall, with most notes reflecting high reliability and quality of work. While some clients were for improvement were noted, particularly in communication, the references generally supported the proposer's professionalism and capability. Multiple project examples were cited, and all required references were included, indicating a solid record of client satisfaction.	Overall, the proposer received strong and consistent positive feedback across all references, with comments indicating they went above and beyond expectations. References from organizations such as the City of Brookhaven, GWCC, and Soccer in the Streets reflected favorable experiences and aligned with the examples provided in the proposal. Evaluators noted that references were complete and provided solid support of the proposer's capabilities, indicating a high level of client satisfaction and reliable performance. While the overall consensus reflects a well-regarded proposer with a proven track record of successful project delivery.	The references provided generally positive feedback, indicating that the vendor's performance met expectations across multiple projects. Most references rated the team highly, though one vendor did not complete the form, and one reference noted slightly lower customer service scores. Overall, the references support the vendor's reliability and capability, with minor concerns related to customer service and incomplete responses.	The references provided were generally positive. Clients noted strong customer service, reliability, and quality of work, though some feedback highlighted areas for improvement, particularly in writing quality and attention to detail. Overall, the references support the team's competence and experience, though some aspects of the professionalism in written materials were noted.	
<b>Interview</b>	The firm delivered a strong, well-organized interview, highlighting a solid understanding of the project and creative community engagement strategies. They incorporated innovative project, prior studies, and innovative outreach methods—including interactive activities, pop-up events, and grassroots opportunities—to ensure inclusivity and meaningful participation. They were the first to address the jail as a community factor and demonstrated thoughtful strategies for integrating it into the design and greenspace. Overall, the presentation conveyed comprehensive project knowledge, connectivity planning, and quality control measures.	The firm delivered a strong interview with an innovative, people-centered approach to community engagement. Their presentation highlighted creative projects and illustrations of how they would address community engagement, including experience with projects like Clarkson Greenway. While their approach was more design-focused and less grassroots-driven, they noted approaches such as partnering with local clergy and developing a logistics plan for engagement. Multiple project examples were cited, and all required references were included, supporting the proposer's strong capacity to execute the project effectively.	The interview demonstrated a firm with strong expertise in transportation-oriented issues and a technically sound, project approach. The team provided clear, practical examples and illustrations of how they would address community engagement, including experience with projects like Clarkson Greenway. While their approach was more design-focused and less grassroots-driven, they noted approaches such as partnering with local clergy and developing a logistics plan for engagement. Multiple project examples were cited, and all required references were included, supporting the proposer's strong capacity to execute the project effectively.	The interview demonstrated a solid understanding of project challenges and implementation strategies, with clear timelines and supporting case studies examples from previous projects. The team addressed alignment and mitigation strategies effectively, but their discussion of community engagement was limited and lacked specificity, relying in part on scripted responses. While they noted approaches such as partnering with local clergy and developing a logistics plan for engagement, multiple project examples were cited, and all required references were included, supporting the proposer's strong capacity to execute the project effectively.	The interview highlighted a strong, grassroots-focused firm with a thoughtful and well-structured presentation supported by relevant project examples. Responses to questions were intentional and comprehensive, showcasing a solid understanding of the project and highlighting a "not-of-the-box" approach—particularly in community and other community challenges. Their strategies were practical, inclusive, and adaptable, reflecting a deep understanding of community needs. While their out-of-town location raised some questions about service availability, their presentation conveyed a highly capable team with effective outreach methods and a unique, refreshing approach to planning and development.	Overall, the proposer delivered a strong interview, demonstrating a clear, thoughtful, and well-structured presentation supported by relevant project examples. Responses to questions were intentional and comprehensive, showcasing a solid understanding of the project and highlighting a "not-of-the-box" approach—particularly in community and other community challenges. Their strategies were practical, inclusive, and adaptable, reflecting a deep understanding of community needs. While their out-of-town location raised some questions about service availability, their presentation conveyed a highly capable team with effective outreach methods and a unique, refreshing approach to planning and development.	The interview demonstrated a strong transit-oriented approach, with the team showing enthusiasm, local knowledge, and familiarity with the project area. They proposed practical steps, such as a walk audit in the first sixty days, and provided helpful illustrations to support their approach. While the presentation was solid and thoughtful, it did not include highly innovative elements, but overall conveyed a capable and passionate team ready to execute the project successfully.	The firm demonstrated extensive experience and an award-winning track record, providing strong examples of previous projects and a clear 100-day implementation plan. Their approach was highly technical and well-organized, with emphasis on key deliverables and project milestones. While the presentation highlighted impressive expertise and past successes, there was limited discussion of housing strategies and the community engagement approach lacked creativity. Overall, the team showed competence and experience, though some aspects of the proposal were less compelling compared to others.	